8a. PROJECT Client Proposal Presentation

3/20/2025

25 Points Possible

Attempt 1 ⌄	◠ In Progress **NEXT UP: Submit Assignment**	🗨 Add Comment

Unlimited Attempts Allowed

⌄ **Details**

Project Client Proposal | **Presentation**

Before submitting, you should have reviewed **PROJECT Client Proposal (Instructions) (https://wvm.instructure.com/courses/63059/pages/project-client-proposal-instructions?wrap=1)**

Learning Outcome:

Students will be able to interpret the needs of a client through a request for proposal, identify the parts in a proposal, and develop a professional design proposal document based on the client's business needs and requests.

Process

Your group will submit one final, complete, well-designed client proposal (PDF) written from the point of view of your group posing as a design studio/agency.
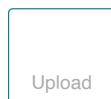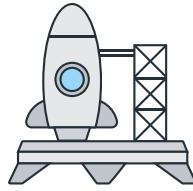
⌄ **View Rubric**

Client Proposal

Criteria	Ratings			Pts
Solution reflects a combination of a thoughtful design process and creativity within project parameters. The proposal is compelling and meets industry standards. The document contains ALL components.	**10 pts** **Full Marks** Proposal is convincing. Showed excellent creativity within parameters and industry standards. Evidence of design process from draft to final, and no missing components.	**8 pts** **Average** Creativity is evident, but fails to go beyond the obvious. Evidence of design process from draft to final, but missing 1-2 components.	**7 pts** **Emerging** Work is overall disjointed. Little to no evidence of design process from draft to final and missing several components.	/ 10 pts
Overall Layout—usage Principles of Design, and attention to typography in titles, sub-heads, and copy	**10 pts** **Full Marks** Applied previous critique feedback to document. Graphics enhance the concept and follow the principles of design. Typography is done with attention to detail.	**8 pts** **Average** Applied some of the previous critique feedback to document. Most of the graphics included support the concept and follow the principles of design. Typography is generally effective.	**7 pts** **Emerging** Ignored feedback. Graphics poorly selected and lack several principles of design. Typography choices weaken the work.	/ 10 pts
The absence of typos, widows, orphans demonstrates attention to detail. Professional craftsmanship in final printed delivery.	**5 pts** **Full Marks** Proposal is in excellent form with no evident imperfections. Work is clean and neat.	**4 pts** **Average** Proposal is in good form with a few imperfections that are distracting.	**3 pts** **Emerging** Imperfections are highly distracting and take away from the overall effectiveness.	/ 5 pts
			Total Points: 0	

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